

REMARKS

This Amendment is in response to the Office action mailed on November 26, 2009. It is understood that no fees are necessary in connection with the present Amendment. However, in the event any fees are due, kindly charge the cost thereof to our Deposit Account No. 13-2855.

Status of Claims

Claims 1-24 are canceled. Claim 25 is amended to include the language of claim 28, and to recite “wherein each guide member extends outwardly from its respective side and comprises a first elongate member ...”. The amendments to claim 25 are fully supported by the specification, for example in Figures 24 and 25 of the drawings, and do not add any new matter.

Claims 26 and 27 are withdrawn, but in the event independent claim 25, as amended, is allowed, reinstatement of dependent claims 26 and 27 is respectfully requested. Claim 28 is canceled.

Response to Rejections Under 35 U.S.C. § 102

Claims 25 and 28 were rejected under 35 U.S.C. § 102(b) as allegedly anticipated by Pearce et al., U.S. Patent No. 5,435,657 (“Pearce”). According to the Office action, Pearce teaches a body having a guide member on each of two opposing sides extending along said sides in a second direction perpendicular to the first direction for guiding the tape cassette into a tape printer in the second direction and locating the tape cassette in the tape printer. It is understood that the L-shaped steps on the underside of the cassette of Pearce are being considered the “guide members”. However, it is respectfully submitted that these steps are not *on* the sides of the cassette as recited in claim 25. Furthermore, the steps in Pearce do not *extend outwardly from* the sides of the cassette, as recited in claim 25, as amended (considering regions 30 and 76 of the

cassette of Pearce as the “sides”). It is therefore respectfully submitted that Pearce does not anticipate claim 25, as amended.

By positioning the guide member on a side of the cassette, extending outwardly from the side, and the guide members having a first elongate member disposed in a plane perpendicular to the opposing sides and a second elongated member disposed in a plane parallel to the opposing sides (such as in the “T-shaped” profile illustrated in the embodiment of Figures 24 and 25 of the present application), the cassette is advantageously supported in both lateral and vertical directions during and following insertion of the cassette. This provides desirable alignment of the cassette with the print head in the printer, not only ensuring the cassette is properly aligned with the printhead, but also minimizing the potential of damaging other components in the printer as a result of lateral and/or vertical misalignment when the cassette is being inserted.

In contrast, what are considered in the Office action to be “guide members” of Pearce only provide support in lateral and downward directions (when viewing Figure 1 of Pearce). To the extent there is any vertical alignment provided by the system disclosed in Pearce, it is by the interaction between the top of the cassette and the interior wall of the cassette receiving bay of the printer. Therefore, the so-called “guide members” of Pearce only provide limited directional alignment compared with the guide members of the present application. Inasmuch as claim 25, as amended, is not anticipated by Pearce, and claim 28 is canceled, withdrawal of the rejection is respectfully solicited.

In an effort to advance the present application to allowance, previously-withdrawn claims 1-24 are now canceled. In the event claim 25, as amended, is allowed, reinstatement and allowance of withdrawn claims 26 and 27 is respectfully requested.

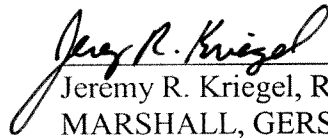
Amendment dated February 26, 2009

Reply to Office action mailed November 26, 2009

The Examiner's favorable reconsideration is respectfully requested.

Date: February 26, 2009

Respectfully submitted,

A handwritten signature in cursive script, reading "Jeremy R. Kriegel", is written over a horizontal line.

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